

REMARKS

Applicant thanks the Patent Office for the careful attention accorded this Application and respectfully request reconsideration in view of the Amendment above and remarks set forth below.

In response to the Office Applicant has canceled Claims 1-16 without prejudice or disclaimer, and added a new set of rewritten claims 17-37 for continued prosecution on the merits.

Applicant will submit shortly an Information Disclosure Statement (IDS) in the present application helping to accurately reconstruct the state of knowledge in the art at the time the present invention was made.

The Web-based brand marketing communication network defined by the rewritten claims is disclosed in great detail in Figs. 9A, 10A1-10, 11 and 13, and in corresponding portions of the present Specification.

None of the prior art references of record (as well as in Applicant's IDS), disclose, teach or even hint at the Web-based brand marketing communication network as defined by the rewritten claims, wherein brand management team members of a consumer product manufacturer can create, deploy and install (anywhere along the fabric of the WWW) server-side driven Multi-Mode Virtual Kiosks (MMVKs) that have three independent advertising, promotion and consumer production information (CPI) display modes, which can be remotely programmed using the various subsystems provided by the consumer product brand image communication network.

When installed at online (and/or physical) points of sale (POS), consumer product manufacturers using the claimed brand image communication network can deliver brand experiences that excite consumers with rich media advertising and promotions, and also provide critical decision support services--- where they are needed most (i.e. at the POS)--- while the

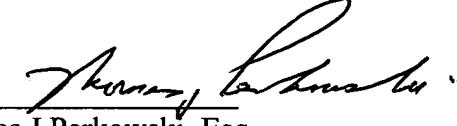
manufacturer and its brand management team members help retail trading partners to deliver valuable services to consumers, build their retail brands, and help them drive sales.

In view therefore, of the Amendment and Remarks set forth above, the present invention defined by new Claims 17-37 is firmly believed to be neither anticipated by, nor rendered obvious in view of the prior art of record, and that the present application is now in condition for allowance.

The Commissioner is hereby authorized to charge any fee deficiencies to Deposit Account 16-1340.

Respectfully submitted,

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